

# One Way of Earning a Living



Kite-flying from such a narrow footing has its thrills.

THEY'RE not in their second childhood, these two men who spend six hours a day flying kites twenty-two stories above the corner of Broadway and 42d Street in America's biggest city. Frank Sefang and J. H. Willis are simply bucking the game of life from a new angle, and getting away with it.

Willis used to go up in balloons. Sefang used to tour the country with Lincoln Beachy, the aeronaut who was killed several weeks ago in California. About three years ago both came to the conclusion that they would rather walk the earth's surface with a little less glory, than lie four feet beneath it and have their pictures framed in black. But they didn't lose their interest in the upper air.

One day they sent up a balloon with a dummy in it, and worked a parachute drop. That gave them a twentieth-century idea that was salable. Here was a new way to make people gaze and wonder—a new advertising method.

## Something New in Advertising

KITE-FLYING above Longacre Square is the result. Sefang and Willis have their workshop in a little room twenty-two stories above the street. It looks like a boy's play-room, equipped on a somewhat larger scale. A dummy aviator and his flimsy machine dangle from the ceiling. Kites of all sizes and shapes are stacked in the corners. A work-bench is covered with all the things you used to make kites



This sawdust dummy makes sensational drops every day.

with when you were a youngster. From the roof, twelve feet square, the kites are flown; and their cords, to which the dummies, parachutes, aeroplanes, etc., are attached, carry advertisements of everything from hair tonic to a medical college. From two in the afternoon until eight in the evening Broadway stares at them.

Kite-flying from such a narrow footing has its thrills, particularly when the other end of your cord holds fifty square feet of kite and a stiff breeze is blowing. Sefang was nearly pulled off the roof the other day, when a sudden puff caught the kite he was launching and dragged him to the very edge of the twenty-two-story precipice before he could let go. When the wind veers the cord often gets caught on a flag-pole or a building cornice, and it's a man's job to free it.

## Scientific Kite-Flying

SEFANG and Willis are real kite scientists. They don't need a south wind to fly their kites due north. They can accomplish this in a west wind by manipulating the kite bridle—shortening the right lead-rope and tacking, as if they were sailing a boat. The air currents that swirl and shift around the high buildings are often troublesome, sometimes shooting the kites almost perpendicularly upward, and causing them to dart and somersault like crazy gymnasts, banging them against walls and flattening them out on the roofs.

Nearly all the kites have names, and possess the idiosyncrasies of human beings, say their fliers. But the nature of a kite is to fly, somehow; and the nature of human beings is to stare at anything new. So Sefang and Willis are making money.

# It Took a Year to Capture Them

CATCHING one of the big regulation size hippopotami is child's play to trained animal hunters—dangerous, to be sure, but not difficult, because the big fellows stay in the same muddy pools all the time, and use the same beaten tracks through the forest. But to hunt the pigmy hippo is an entirely different matter. The first pair of pigmy hippos ever captured has recently been landed in this country. It took a year of solid work to get them, to say nothing of \$12,000 in cash and the lives of some of the party. For the pigmy hippo—he's only twenty inches high, and a big hippo would make fourteen of him—rarely uses the same forest track twice, and makes his home in hidden tunnels washed out under the river-banks.

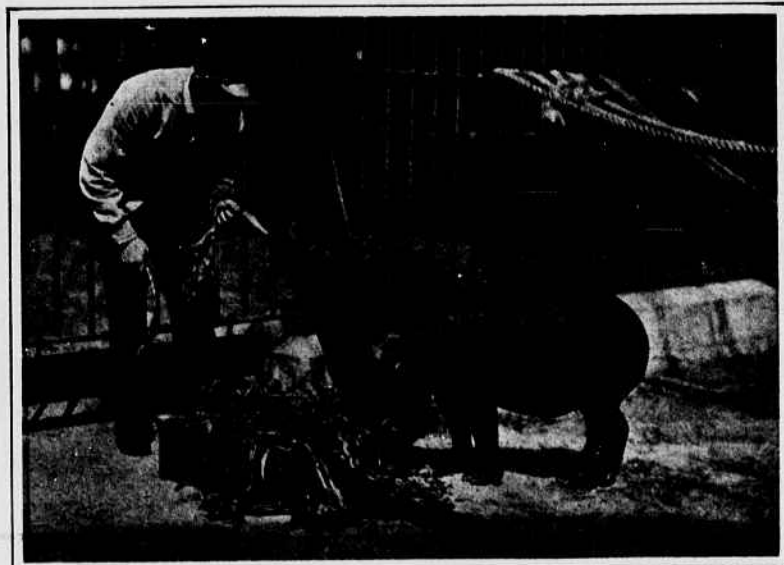
For months, every device known to wild animal hunters was employed in the effort to trap a pair of these curiously secretive animals, but without result. At

length it was determined to dig slanting pits, deep enough to prevent the hippo from reaching the top, and so smooth that it would slide back into them as often as it tried to escape. No less than a hundred of these pits were dug, and at length success came.

## Only the Beginning

BUT with the capture the difficulties of the expedition were only begun. It was necessary to load the two hippos into native baskets and transport them on the shoulders of native carriers. For twelve days the captives rode in restless state until the coast was reached.

It is hoped that the pair will like their new home and may become the parents of a thriving family. Thus far they have eaten the green vegetable food set before them without complaint, and they seem as contented as if they were still in their wild and savage home in Liberia.



"Dead for a drink?"  
Open a bottle of  
**Hires**  
and sidestep  
that shroud"

*Josh Sefang*

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